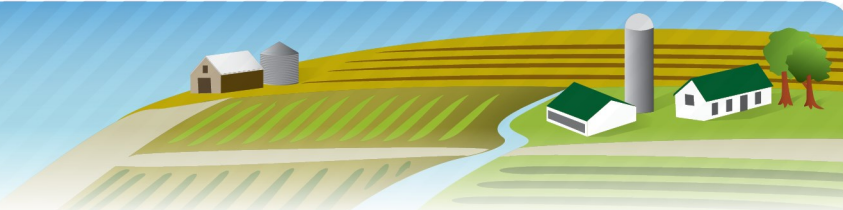


2012 CENSUS OF AGRICULTURE

Minnesota Highlights



Direct Farm Sales of Food

December 2016

Results from the 2015 Local Food Marketing Practices Survey

Direct Marketing:

Minnesota farms produced and sold \$139.4 million of edible food commodities directly to consumers, retailers, institutions and a variety of local food intermediaries such as distributors and wholesalers that market and sell locally branded products. Of that total, \$115.5 million or 83 percent were value added commodities.

Sales by Direct Marketing Channels — Select States and U.S.: 2015

Select states	Commodity sales	Value added commodity sales	Total sales ¹
	(\$1,000)	(\$1,000)	(\$1,000)
California	1,863,287	1,005,905	2,869,193
Florida	105,657	25,182	130,839
Iowa	124,047	70,023	194,071
Massachusetts	154,125	74,677	228,802
Michigan	295,924	162,785	458,709
Minnesota	23,823	115,531	139,354
New York	210,480	230,129	440,609
North Carolina	111,594	76,086	187,680
Oregon	70,981	43,483	114,463
Pennsylvania	272,346	166,306	438,652
Texas	234,859	121,806	356,666
Washington	84,603	65,270	149,873
Wisconsin	95,156	336,176	431,333
U.S. total	4,831,673	3,915,549	8,747,222

¹ Total sales may not add due to rounding.

Source: USDA, NASS, 2015 Local Food Marketing Survey

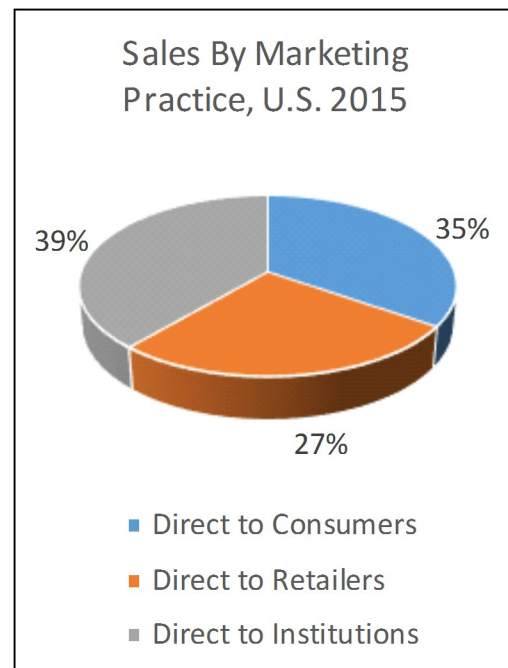
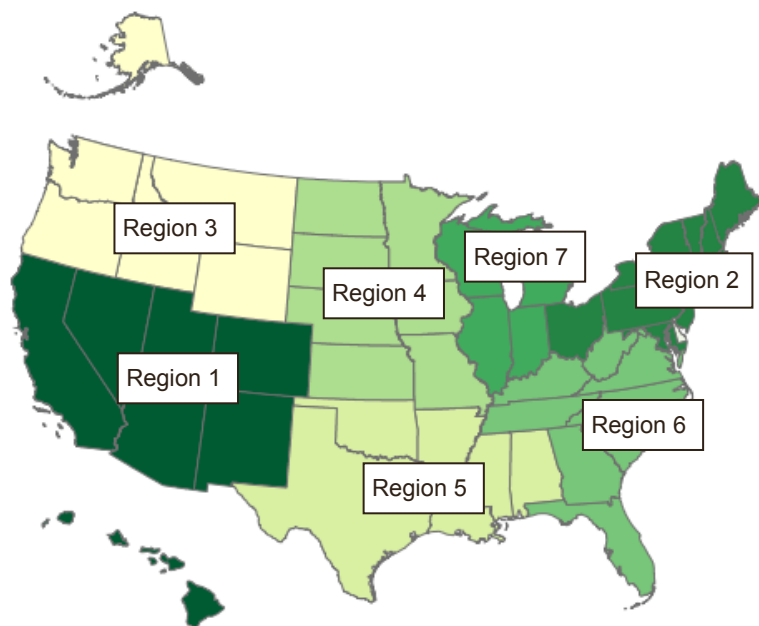
About the Survey: The 2015 Local Food Marketing Practices Survey was designed to collect data related to the marketing of foods directly from farm producers to consumers or retailers who then sell directly to consumers. The primary purpose of the survey was to produce benchmark statistics on the number of farms that market food directly, the value of these direct sales, and the marketing practices used in conjunction with direct sales. The survey was conducted in all 50 states. The full report can be found at www.agcensus.usda.gov.



United States Department of Agriculture
National Agricultural Statistics Service

www.agcensus.usda.gov
(800)727-9540

U.S. and Regional Statistics:



How was local food marketed?

In the US, 35 percent of local food sales were direct to consumers while 27 percent of sales were direct to retail and 39 percent were direct to institutions or intermediaries.

Minnesota is included in Region 4. Within Region 4, 40 percent of sales direct to consumers was sold through an on-site farm store or stand, 25 percent was sold at farmers markets and 4 percent was sold through a community supported agriculture (CSA).

Direct to Consumer Total Sales by Marketing Practice — Regions and U.S.: 2015¹

	Farmers market	On-site farm store/stand	Off-site farm store/stand	Community supported agriculture	Online marketplaces	Other marketplaces
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
Region 1	159,872	276,557	10,317	24,547	62,123	21,037
Region 2	207,621	432,935	84,867	100,461	40,021	149,872
Region 3	28,541	60,146	19,928	13,334	9,685	25,737
Region 4	61,978	96,917	15,442	10,326	9,196	50,271
Region 5	45,656	36,764	11,867	4,192	17,505	6,106
Region 6	119,799	233,660	49,033	27,297	11,851	38,893
Region 7	87,272	184,945	44,520	45,841	21,346	68,397
U.S. total	710,738	1,321,924	235,974	255,999	171,728	360,313

¹ Total sales value includes value added commodities.

Source: USDA, NASS, 2015 Local Food Marketing Survey

U.S. and Regional Statistics Continued -

In Region 4, there were 5,509 farms marketing edible food products directly to consumers from an on-site farm store or stand in 2015. Farmers marketing at farmers markets totaled 4,411 and the number of farms marketing through a CSA was 350. There were 893 farms marketing directly to a supermarket or supercenter and 742 farms were marketing directly to restaurants and caterers. Farms marketing direct to institutions or intermediaries 7,740 for a total sales of \$335 million. This marketing channel accounted for the largest value of sales.

Number of Operations by Marketing Practice, Direct to Consumer — Regions and U.S.: 2015^{1 2}

	Farmers market	On-site farm store/stand	Off-site farm store/stand	Community supported agriculture	Online marketplaces	Other marketplaces
Region 1	4,838	5,161	793	613	1,194	2,848
Region 2	9,914	15,202	3,942	2,166	2,511	7,061
Region 3	1,841	3,813	1,011	620	615	5,948
Region 4	4,411	5,509	1,806	350	660	6,504
Region 5	4,246	4,559	1,151	130	996	1,396
Region 6	9,966	7,987	3,171	2,050	2,062	6,450
Region 7	5,940	9,191	3,085	1,469	1,422	9,558
U.S. total	41,156	51,422	14,959	7,398	9,460	39,765

¹ Total sales value includes value added commodities.

² Operations will not sum to a total as many farms market through multiple marketing channels.

Source: USDA, NASS, 2015 Local Food Marketing Survey

Operations and Sales, Direct to Retail and Institution or Intermediary — Regions and U.S.: 2015^{1 2}

	Sales direct to retail		Sales direct to institutions or intermediaries	
	Supermarkets or supercenters	Restaurants or caterers		
	(operations)	(operations)	(operations)	(\$1,000 ³)
Region 1	2,157	1,871	10,783	1,182,914
Region 2	2,630	3,691	7,295	615,045
Region 3	606	779	4,224	110,991
Region 4	893	742	7,740	335,263
Region 5	522	254	8,799	112,276
Region 6	685	2,298	12,340	333,254
Region 7	986	1,353	8,730	692,114
U.S. total	8,479	10,988	59,911	3,381,858

¹ Total sales value includes value added commodities.

² Operations will not sum to a total as many farms market through multiple marketing channels.

³ Sum will not add to U.S. total due to rounding.

Source: USDA, NASS, 2015 Local Food Marketing Survey

Types of Products Sold:

There were 52,766 U.S. farms that sold cattle products directly to consumers in 2015, 46,130 farms sold fruit or tree nuts, 46,029 farms sold vegetables and 32,332 farms sold poultry.

Locality of Direct Sales to Consumers:

Farms in metro counties across the U.S. reported the largest value of direct sales, totaling \$5.82 billion. There were 88,926 farms selling edible food directly to consumers located in metro counties. That is a calculated average sales of \$65,430 per farm.

Farms in counties that were adjacent to metro areas accounted for the next largest sales value at \$1.78 billion and included 52,961 farms, an average of \$33,672 per farm.

Farms in other non-metro counties accounted for \$1.15 billion in sales and included 25,122 farms, an average of \$45,596 per farm.

Operations with Sales of Various Ag Products — U.S.: 2015¹

Type of Product Sold	Operations
Aquaculture	2,258
Cattle	52,766
Dairy products	8,750
Other field crops	14,805
Food crops	8,058
Fruit and tree nuts	46,130
Grains	7,923
Hogs	9,692
Poultry, including eggs	32,332
Sheep and goats	15,078
Specialty animals	12,295
Vegetables	46,029

¹ Operations will not sum to a total as many farms market multiple type of products.

Source: USDA, NASS, 2015 Local Food Marketing Survey

Operations and Sales Direct to Consumers by Rural/Urban Continuum Code — U.S.: 2015¹

Locality	Operations	Sales (\$1,000)
Metro counties		
< 250,000 population	20,723	1,175,543
250,000-1,000,000	32,501	2,607,831
+1,000,000	35,702	2,035,082
Non-metro counties adjacent to metro area		
< 2,500 population	5,122	110,250
2,500-19,999	32,308	1,177,938
+20,000	15,531	495,123
Other non-metro counties		
< 2,500 population	5,473	173,340
2,500-19,999	11,892	604,264
+20,000	7,757	367,852

¹ Total sales value includes value added commodities.

Source: USDA, NASS, 2015 Local Food Marketing Survey